PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: Mr. J. E. Wickham Date: May 7, 1975

From: R. M. Wiley

Subject: Coal Strength - Philip Morris Brands and Competitors

The average percent coal removal of all the Philip Morris brands manufactured at the various manufacturing locations during January through March, 1975, is given in Table I. Each month's sample was a composite of the weekly production from each location for each brand. The brands made at the Manufacturing Center continue to show a higher level of coal removal than the other locations. Parliament and Multifilter are the two Philip Morris brands which are consistently high in coal removal.

The average percent coal removal of Philip Morris brands and the leading brands of the competitive cigarette manufacturers in 1974 are presented in Table II. The data covers the period from March through September and the brands were taken from the C. I. samples. American and Brown & Williamson show the highest percent coal removal of our competitors.

All samples were conditioned for at least 24 hours at 75°F and 60% R.H. prior to testing. A plot of the coal strength monitor data throughout this period is presented in Graph I.

RMW:gmm

cc: Mr. F. E. Resnik
Mr. R. N. Thomson
Mr. W. G. Lloyd
Mr. E. A. Christopher
Mr. N. S. Hawkins

Attachments (3)

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Source: https://www.industrydocuments.ucsf.edu/docs/zgpk0001